

17  
amended

114. (New) A computer device according to Claim 84, wherein the memory references are telephone numbers.

#### REMARKS

This application has been carefully reviewed in light of the Office Action dated April 10, 2002 (Paper No. 12). Claims 46 to 48, 50, 51, 53, 55, 56, 60 to 62, 64, 66 and 76 to 114 are in the application, of which Claims 46, 50, 55, 64 and 76 to 85 are independent. Reconsideration and further examination are respectfully requested.

Formal objections were entered against the drawings by the draftsmen in Form PTO-948. In response, new formal drawings are submitted herewith. Approval of the drawings is respectfully requested.

Formal objections were lodged against Claims 46, 50, 55, 64, 69, 71 and 76 to 79. These objections have been attended to by amendment, above.

Claims 46 and 48 to 81 were rejected under 35 U.S.C. § 103(a) over WO 95/35534 (Combaluzier) in view of U.S. Patent 6,308,202 (Cohn), and Claim 47 was rejected under § 103(a) over Combaluzier in view of Cohn and further in view of U.S. Patent 5,015,830 (Masuzawa). In response, the claims have been amended so as to define, with greater specificity, the nature of the information that is stored on the claimed card, so that it is now clear that the information is "memory references related to a memory device external to said card". In view of this change, and the remarks set out below, reconsideration and withdrawal of the rejections are respectfully requested.

The invention concerns a card adapted for insertion into a card reader that communicates with a computer device. The card includes selectable indicia on a surface of the card, and a storage device which stores memory references related to a memory device external to the card, the memory references being associated with the indicia.

The invention further relates to a card customizing apparatus and method, a card reader and method, and a computer device for communicating with the card reader (and method), all adapted for use of the card. In particular, in use, selection of one of the indicia while the card is inserted into the reader causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

In contrast, the card described by Combaluzier, while clearly a memory card that stores information, is not seen to store memory references to a memory device external to the card. This feature is not understood to be shown or suggested by the applied references to Cohn and Masuzawa, wherefore it is believed that the claims herein recite subject matter that would not have been obvious over any permissible combination of these references.

Applicants are presently preparing a further Information Disclosure Statement. Should the Examiner reach this case for action before it has been put on file, he is respectfully requested to contact the undersigned.

Applicants' undersigned attorney may be reached in our Costa Mesa,  
California office at (714) 540-8700. All correspondence should continue to be directed to  
our below-listed address.

Respectfully submitted,

  
Attorney for Applicants

Registration No. 32622

FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, New York 10112-2200  
Facsimile: (212) 218-2200

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APPENDIX

VERSION WITH MARKINGS TO SHOW CHANGES MADE TO CLAIMS

46. (Amended) A card customizing apparatus for customizing a card [to be used in a card reader, said apparatus comprising:

a processor for handling first information associated with coordinates of at least one indicium formed on said card and second information that is associated with said indicium and is used in a computer device so that a card user obtains a service via communication line, said processor being configured to write said first information and said second information into a memory of said card, wherein a location of said indicium is associated with said first information that was written into the memory.] adapted for insertion into a card reader that communicates with a computer device, said card comprising selectable indicia on a surface of the card, and a storage device storing memory references relating to an external memory device, the memory references being associated with the indicia wherein selection of one of the indicia while the card is inserted into the reader causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium, said apparatus comprising:

a processor configured to write said memory references into the storage device of said card.

47. (Amended) A card customizing apparatus according to claim 46, wherein

the [first information and the second information] memory references are inputted from a keyboard.

48. (Amended) A card customizing apparatus according to Claim 46, wherein said card storing the [first information and the second information] memory references is printed by a writer device that is connected to said card customizing apparatus.

50. (Amended) A card [to be inserted into a card reader that communicates with a computer device, said card comprising:

a memory for storing first information associated with coordinates of an indicium formed on said card and second information that is associated with said indicium and is used in said computer device so that a card user obtains a service via communication line, wherein a location of said indicium is associated with said first information that was stored in said card.] adapted for insertion into a card reader that communicates with a computer device, said card comprising:

selectable indicia on a surface of the card; and

a storage device storing memory references relating to a memory device external to said card, the memory references being associated with the indicia; wherein

selection of one of the indicia while the card is inserted into the reader causes accessing of corresponding data stored in the external memory device, using the memory reference associated with the selected indicium.

51. (Amended) A card according to Claim 50, wherein said card reader obtains said [second information] selected memory reference dependent upon selection of said one indicium [associated with a user selected indicium using said first information] and sends said [second information] selected memory reference to said computer device.

53. (Amended) A card according to Claim 50, wherein said computer device receives said [second information] selected memory reference from said card via said card reader and communicates with [an] said external [site] memory device over a communications network using said [second information] selected memory reference [so that said card user obtains] to access said [service] corresponding data.

55. (Amended) A card reader for a card, said card reader communicating with a computer device, said card being configured for insertion into said card reader, and wherein said card [comprises at least one indicium] has indicia formed on a surface thereof [thereon], said card reader comprising:

a processor for (i) obtaining [second information] from a storage device on said card a memory reference that is associated with a [user] selected [indiciu] one of the indicia of said card [using first information associated with coordinates of said indicium to be formed on said card], and (ii) sending said [second information] memory reference to [a] the computer device [so that a card user obtains] to thereby cause accessing of [a service via communication line, wherein a location of said indicium is associated with said first information that was stored

in said card] corresponding data in a memory device external to the card.

56. (Amended) A card reader according to Claim [50] 55, wherein [said card reader determines if coordinates of an area on a touch sensitive membrane arranged to overlay said card, which has been pressed by said user, match said first information that was stored in said card] the data is obtained from the external memory device over a communication network.

60. (Amended) A card reader according to Claim [50] 55, wherein said computer device is a set top box having an application to provide [said] a service.

62. (Amended) A card reader according to Claim [50] 56, wherein said external [site] memory device is a server over [a] the [computer] network.

64. (Amended) A computer device for communicating with a card reader that receives a card, said computer device communicating with a memory device external to the card, said card [comprising at least one indicium] having indicia formed thereon, said computer device comprising:

a processor for receiving from said card reader [second information] a memory reference that is (i) stored in a storage device on said card and is associated with a [user] selected [indiciu] one of the indicia and (ii) is used in said computer device [so that a card user obtains] to thereby cause accessing of [a service via, communication line, wherein a location of said

indicium is associated with first information associated with coordinates of said indicium formed on said card] corresponding data in the external memory device.

66. (Amended) A computer device according to Claim 64, wherein said card reader reads said [second information] memory reference from said card [using said first information] and [sending] sends said [second information] memory reference to said computer device that communicates with [an] the external [site] memory device over a communications network [so that said card user obtains] to thereby access said [service] data.

76. (Amended) A card customizing method for customizing a card to be used in a card reader, said card having indicia formed on a surface thereof, and said card reader communicating with a computer device that communicates with a memory device external to the card; said method comprising the steps of:

[handling] writing [first information associated with coordinates of an indicium formed on said card and second information] memory references relating to the external memory device, said memory references being [that is] associated with said [indicium] indicia and [is] being used in [a] the computer device [so that a card user] to thereby [obtains] access corresponding data from the external memory device, [a service via communication line; and]

[writing said first information and said second information] wherein said memory references are written into a memory of said card[, wherein a location of said indicium is associated with said first information that was written into the memory].



77. (Amended) A computer program to be executed in a card customizing apparatus for customizing a card to be used in a card reader, said card having indicia on a surface thereof, and said card reader communicating with a computer device which communicates with a memory device external to said card, said program comprising:

code to [handle] write [first information associated with coordinates of an indicium formed on said card and second information] memory references relating to the external memory device, said memory references being [that is] associated with said [indiciu] indicia and [is] being used in [a] the computer device [so that a card user] to thereby [obtains] access corresponding data in the external memory device, [a service via communication line; and

code to write said first information and said second information] wherein said memory references are written into a memory of said card[, wherein a location of said indicium is associated with said first information that was written into the memory.]

78. (Amended) A method in a computer device for communicating with a card reader that receives a card, said card [comprising at least one indicium] having indicia formed on a surface thereof [thereon], said computer device communicating with a memory device external to said card; said method comprising the steps of:

receiving from said card reader [second information] a memory reference that is stored in a storage device on said card and is associated with a [user] selected [indiciu] one of the indicia and is used in said computer device [so that a card user obtains] to thereby access corresponding data in the external memory device [a service via communication line, wherein a

location of said indicium is associated with first information associated with coordinates of said indicium formed on said card].

79. (Amended) A computer program to be executed in a computer device for communicating with a card reader that receives a card, said computer device communicating with a memory device external in the card, said card [comprising at least one indicium] having indicia formed on a surface thereof [thereon], said program comprising:

code to receive from said card reader [second information] a memory reference that is stored in a storage device on said card and is associated with [a user] a selected [indiciu] one of the indicia and is used in said computer device [so that a card user] to thereby [obtains] access corresponding data from the external memory device [a service via communication line, wherein a location of said indicium is associated with first information associated with coordinates of said indicium formed on said card].

80. (Amended) A method [in a communication] for accessing a memory device [site to be accessed] via a communication [line] network by a computer device that communicates with a card reader, said card reader being configured to receive a card that [comprises at least one indicium] has indicia formed on a surface thereof [thereon and stored information], said method comprising the steps of:

communicating [with] between the memory device which is external to the card and said computer device based on [second information] a memory reference associated with a

[user] selected one of the indicia, [indicium that is] said memory reference being sent from a storage device on said card via said card reader to said computer device; and

providing dependent upon the memory reference [a service to] data to said computer device [so that a card user obtains said service] via said communication [line] network [, wherein a location of said indicium is associated with first information that is associated with coordinates of said indicium formed on said card].

81. (Amended) A computer program executable to access [to be executed in a communication] a memory device [site to be accessed] via a communication [line] network by a computer device that communicates with a card reader, said card reader being configured to receive a card that [comprises at least one indicium] has indicia formed on a surface thereof [thereon and stores information], said program comprising:

code [to communicate] to communicate between the memory device which is external to the card and [with] said computer device based on [second information] a memory reference associated with a [user] selected one of the indicia, [indicium that is] said memory reference being sent from a storage device on said card via said card reader to said computer device; and

code to provide dependent upon the memory reference, [a service] corresponding data from the external memory device to said computer device [so that a card user obtains said service] via said communication [line] network [, wherein a location of said selected indicium is associated with first information that is associated with coordinates of said indicium formed on said card].